



Gina S. BENDER

AI COMMUNICATIONS STRATEGIST
CONTENT CREATOR • VIDEO PRODUCER • BRAND BUILDER



DIGITAL PORTFOLIO
2026

Strategy. Story. Impact.

COMMUNICATING WITH PURPOSE.
CREATING LASTING IMPACT.



EXPERIENCE + EXECUTION

From Idea to Impact

A career built on communication, creative production, and hands-on digital execution.

35+

YEARS OF MARKETING &
COMMUNICATIONS EXPERIENCE

100+

WEBSITES & LANDING PAGES

1,000+

VIDEOS EDITED OR PUBLISHED

225+

MULTIMEDIA PRODUCTIONS

13+

YEARS OF GETRESPONSE
EXPERIENCE

STRATEGIC THINKING WITH HANDS-ON EXECUTION

More Than an AI User. A Complete Digital Communicator.

AI can help people work faster, but strong communication still requires judgment, experience, organization, empathy, and careful execution. Gina brings those qualities together to transform ideas into complete communication systems - from the first concept through the final website, video, email, or campaign.

SELECTED WORK

A Portfolio Built Across Platforms

Websites, campaigns, multimedia, education, storytelling, and digital publishing.



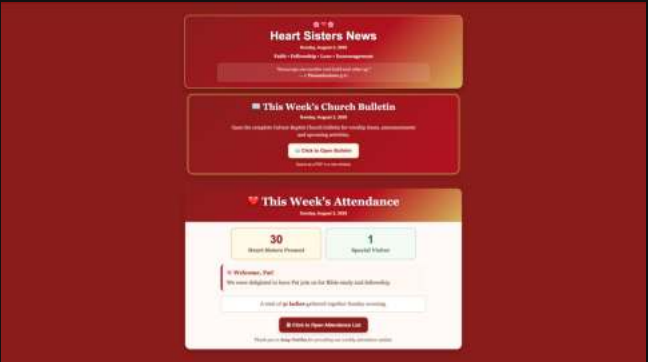
SONGS BY SUGAR

Brand + storytelling



HOSEA INITIATIVE

Mission-driven media



HEART SISTERS NEWS

Community communications



SKYCAMMOTO

Business web presence

Songs by Sugar

Custom songs and cinematic video tributes built from real stories of life, love, faith, and legacy.

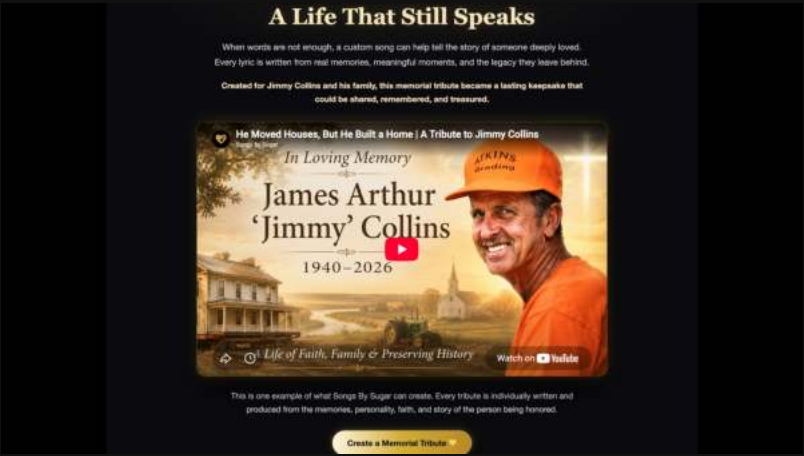


PROJECT ROLE

From Story to Digital Experience

Brand development, website design, customer storytelling, video production, YouTube publishing, visual assets, calls-to-action, and a growing library of original songs and tribute videos.

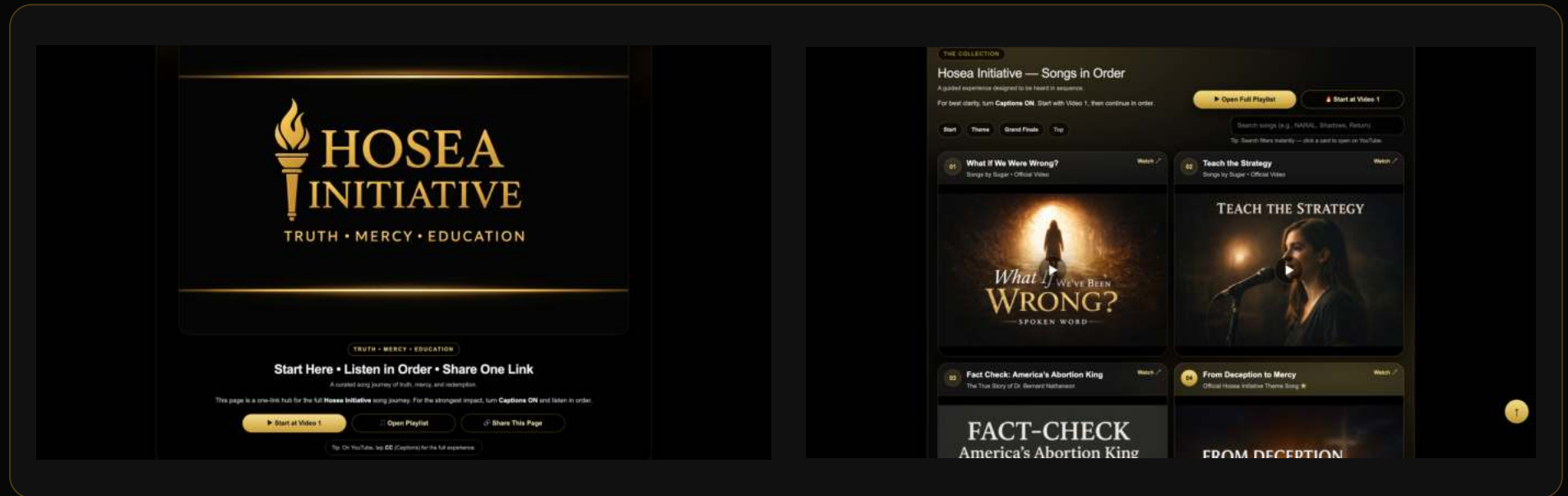
250+ SONGS / VIDEOS AND GROWING





Hosea Initiative

A guided digital experience combining education, music, video, email, and shareable resources.



WHAT THIS PROJECT SHOWS

Strategy, Story Architecture & Multimedia Publishing

Built as a one-link hub for a curated song journey, the project organizes content in sequence, embeds video, provides clear sharing actions, and connects viewers to supporting resources. The broader Mercy 4 Life work also demonstrates email automation, landing-page development, audience communication, and ongoing campaign support.

1,000+ Videos Edited or Published

A long-running body of work across education, wellness, testimony, training, music, and branded communication.



LIFEWAVE / EDUCATION



LEADER LANDING PAGES



WELLNESS COMMUNICATION

Editing Is Only Part of the Work

Projects include Camtasia editing, video cleanup, titles and descriptions, YouTube publishing, thumbnail and visual preparation, page embedding, content sequencing, and turning long-form material into easy-to-share digital experiences. Gina has also produced and uploaded a large library of weekly videos for Terry Beatley and Patch Champs.

100+ Websites & Landing Pages

Built for real people, real campaigns, and real-world communication needs.

GINASBENDER.COM

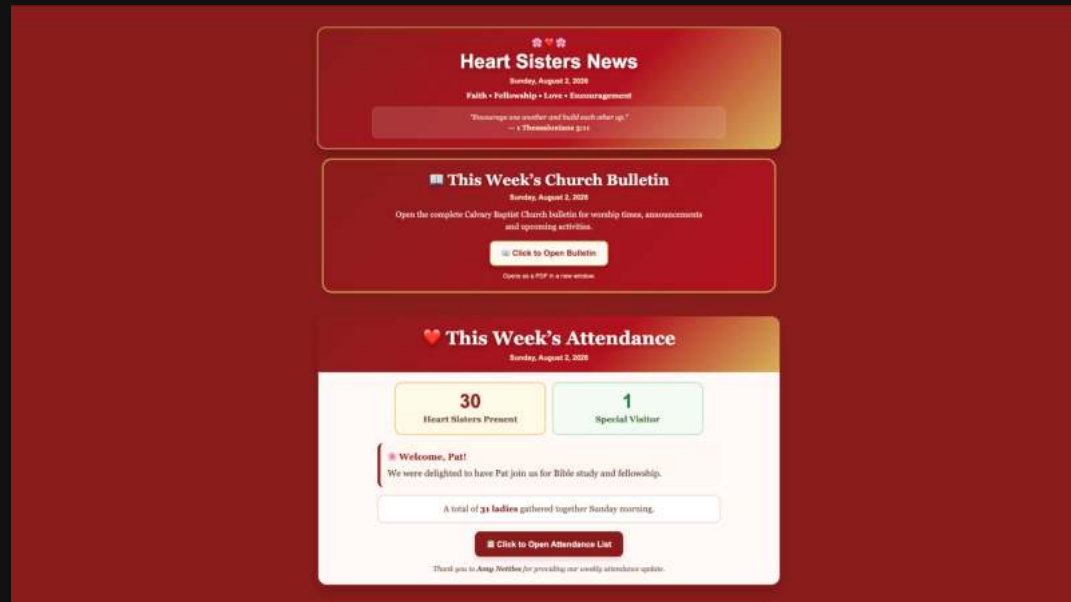
SKYCAMMOTO

HEART SISTERS

HEALTHY SOLUTIONS

Heart Sisters News

Weekly communication designed to keep a community informed, connected, encouraged, and able to act.



COMMUNICATION SYSTEM

Information Made Easy to Use

Weekly updates combine attendance, prayer and praise, church resources, announcements, birthdays, studies, and click-to-open materials in one consistent experience.

GETRESPONSE + EMAIL AUTOMATION

More than 13 years of GetResponse experience, including contact management, branded email design, autoresponders, landing pages, domain connections, sender authentication, campaign testing, link QA, and performance review.

AI With Judgment, Not Just Prompts

Using modern tools to accelerate ideation and production while keeping human communication, strategy, and quality control at the center.

WORKFLOW

1

DEFINE

Clarify the audience, goal, message, and desired action.

2

CREATE

Use AI and creative tools to develop copy, visuals, scripts, concepts, and structure.

3

REFINE

Edit for accuracy, voice, emotional tone, usability, and brand consistency.

4

PUBLISH

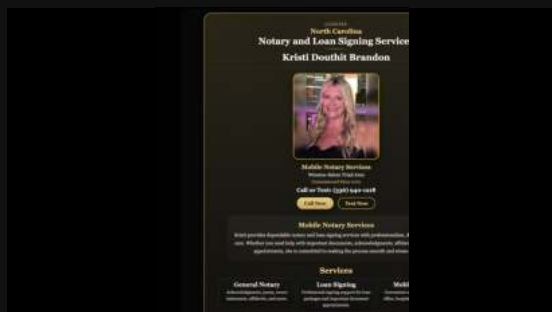
Build, test, upload, automate, and deliver the finished digital experience.

The Value Is in the Finished Communication

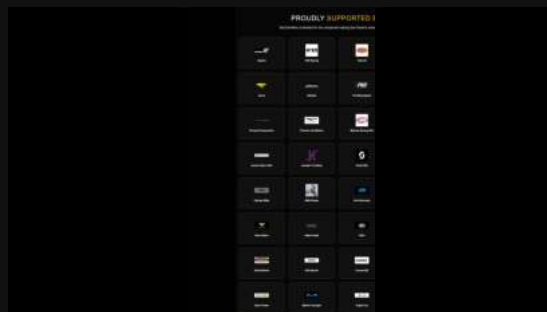
The goal is not to showcase AI for its own sake. The goal is to use the right tools to create clearer communication, stronger visual storytelling, faster production, and a polished result that serves the audience.

Different Audiences. Different Voices. One Standard.

The visual style changes with the audience; the commitment to clarity and execution does not.



NOTARY / PROFESSIONAL



MOTORSPORT / BUSINESS



WELLNESS / EDUCATION

Communication Should Fit the People It Serves

Gina's portfolio spans faith-based organizations, wellness education, direct sales, local business, community communication, personal brands, music, legacy storytelling, and professional services.

STRATEGY • STORY • DESIGN • EXECUTION

Let's Build Something Clear, Useful & Memorable.

Open to remote employment, consulting, contract work, and project-based opportunities.

Gina S. Bender

AI COMMUNICATIONS STRATEGIST

Websites • Content Strategy • Email Automation • Multimedia • Video • AI-Assisted Workflows

Experience turns tools into communication that works.